

CHANGING
and
UNCHANGABLE
LAURA *A. Hutchison* JAPAN



BOARD OF TOURIST INDUSTRY
JAPANESE GOVERNMENT RAILWAYS

CHANGING and UNCHANGABLE JAPAN

Lives there an intelligent traveller today who believes that in his world travels he can omit Japan from his itinerary? We unequivocally answer "No!"

Japan is the most fascinating country in the world today because she embodies the best of the Orient and a judicious choice of Western civilization. What country in the West, nay in the whole world, can lay claim to such a two-hemisphere attraction? In other words, this means that the student visitor to Japan may visit the country and there enjoy the most up-to-date facilities both during his journey there and while a guest in the country. Yet all the time he will meet with the best, the cleanest, the refinement, glamour and romance of the Orient as are generally conceived to be its greatest charm. It is just here that Japan is unique. Her modern ships will bring you to her doors, where her punctual, clean and speedy trains will take you where you wish. They will land you within a few yards of hotels which in construction and comforts can vie with the renowned hotels of the West. Her modern restaurants will offer you wholesome Western-style foods often prepared by cooks who have received their training in Paris and the best hotels in the West. You may also enjoy the delightful experience of staying in perfect comfort in some Japanese-style inn, and there appreciate the simple joys and comfortable hospitality of the native Japanese life. Along with this, or independent of it, you will find ample opportunities to taste some of those Japanese dishes, such as *sukiyaki* and *tempura*, which have become so famous throughout the world. Japan's taxi service is perhaps the cheapest in the world, and among the most efficient. And over her good motor-roads run motor-buses which will enable you to see in arm-chair comfort the lovely country-side, should you prefer the road to the railway. If you are more modern still and prefer the airway, then the air transport companies will offer you as safe, as comfortable an air-trip as anywhere, and yet as ridiculously a cheap service as you could enjoy in no other country in the world today.

But this is not all. Each of these efficient means of



earned the name of the "Switzerland of the East." But are you so disposed that you prefer to watch your sport instead of taking part in it? Then you can see your baseball, football (Association and Rugby), wrestling and other tournaments to your fill. Yes, and please don't forget the unique advantage of enjoying Japanese sports in their native setting. Here you have your choice among *zyudo* or *zyuzyutu* performed in the country which created it, *sumo* or Japanese-style wrestling, *kendo* or Japanese fencing, among others.

And if you are more interested in social life than in sport you can have your dances, your concerts in which you will hear the best artists from the West, your foreign-style or Japanese cinema and your Japanese classical theatre. There is also the Japanese revue, which is now a recognized feature of Japanese life.

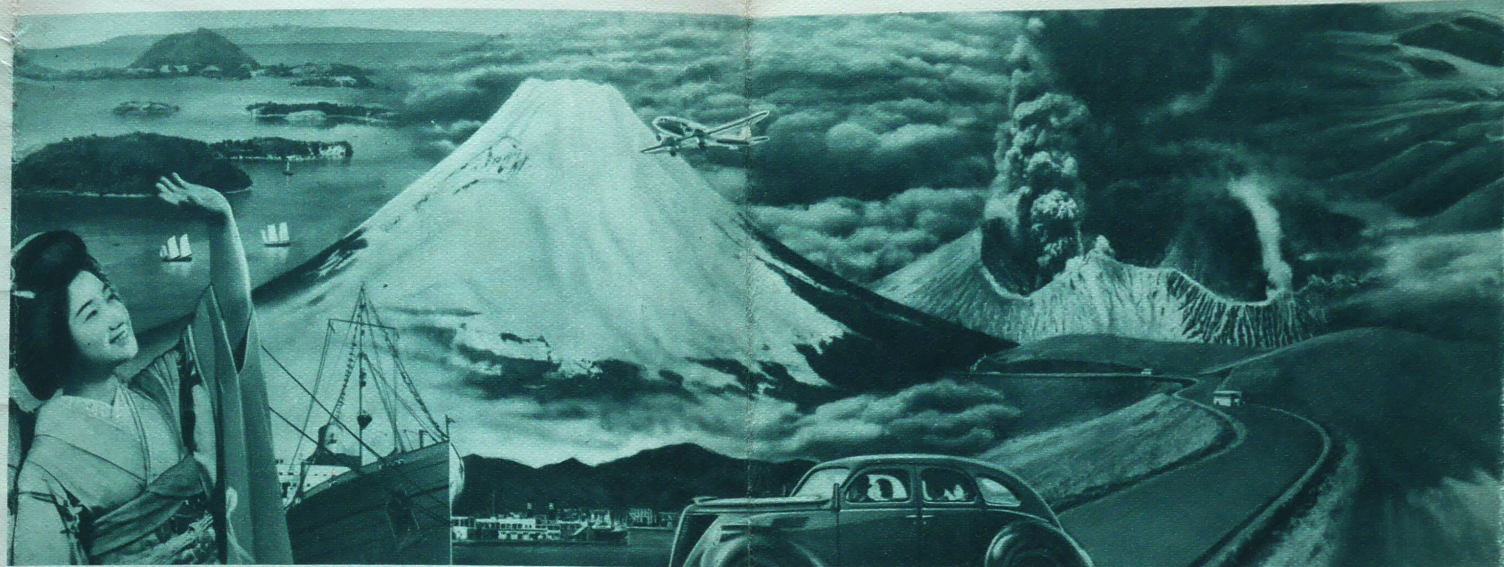
Finally, let us answer a question from the intellectual who wishes facilities to study Japan as she deserves. What has she to offer him? Well, there are schools specially provided for him, language schools and facilities of every kind. There is the Japan Tourist Bureau to guide him, and the Society for International Cultural Relations to

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communication will land you near to places from which, as if by magic, it is possible to leave the mechanical age behind, and it will bring you to the Japan of the mediaeval days, to the picturesque land which you have admired in Japanese prints of Hokusai and Hiroshige, of Utamaro and Kuniyosi. This then is the unique charm of Japan. So much of her classical beauty has remained unspoilt by modern inventions and the machine age. The Japanese people are too jealous of their homeland's natural beauty and traditions ever to permit the modern age to rob them of what they realize is their great treasure.

Then, despite all her progress in modern industry, which makes of Japan such an interesting country to the great industrial powers, the heart of the people is in the country. It is particularly this emerald greenness which is so charming, so soothing to the eye. The climate is mild, and few fail to get acclimatized in a short time. There is none of that torrid heat so often associated with Japan in the minds of the ignorant. Further, much of the beauty and charm of rural Japan results from her agriculture, which is associated with her joyous festivals. Japan is rightly a land of festivals. The Japanese are a gay, peace-loving people in those moments when the serious problems of life do not demand their undivided attention. The

Japanese therefore cherish with religious zeal all the ancient festivals which have made their land so picturesque. Some of these the visitor is certain to enjoy at any time of the year he cares to visit the country.

But there are those who prefer sport to anything else. Well, Japan can offer it, and in abundance. In fact, the country has already earned for itself the title of "The Sportland of the Orient." What kind of sport do you seek therefore? Golf, naturally. Well, Japan has nearly a hundred golf courses; so take your choice. You prefer to sit or take your ease fishing instead of chasing a ball round the greens? Good! Just remember then that Japan is the greatest fishing country in the world. You can have your trout-fishing or your sea-fishing, and as much as you like. Or, are you one of those who like to feel the blood coursing through their veins as they tear down some ski-run, or over some frozen lake? Well, Japan is visited each year by hundreds of foreigners from China and elsewhere for her winter sports alone. Why, has she not been chosen for the Winter Olympics? Consequently, she has as much snow and ice as the most ardent winter sportsman could possibly desire. It is not for nothing that she has



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